

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

DATE: 10-10-2012

PAGE: 1

of 3

Contract No Contract Dt 401084 O9-28-2012 O9-28-2012 Revision Dt 70-2012 O9-2012 O9-20

Agency Est# CMS # Sales Office Account Executive Start Date End Date Billing Package Contract Title 245457 PHILADELPHIA A. CLIFFORD 10-02-2012 10-08-2012 M (Broadcast Month, Cycle 1) N 245457 Line Start Date End Date Time Period Description RC Duration M T W T F S S SPW Price Tot Sp	ts Total \$
Line Start Date End Date Time Period Description RC Duration M T W T F S S SPW Price Tot Sp	ts Total \$
Suitation III I I I I I I I I I I I I I I I I I	ts Total \$
1 10-02-2012 10-05-2012 05:00AM - 06:00AM MORNING NEWS 5A MO-FR (6948) 8 30 X X X X 4 1,000	4,000.00
2 10-08-2012 10-08-2012 05:00AM - 06:00AM MORNING NEWS 5A MO-FR (6948) 8 30 X 1 1,000	1,000.00
3 10-02-2012 10-05-2012 06:00AM - 07:00AM MORNING NEWS 6A MO-FR (6949) 9 30 X X X X 4 1,400	5,600.00
4 10-08-2012 10-08-2012 06:00AM - 07:00AM MORNING NEWS 6A MO-FR (6949) 9 30 X 1 1,400	1,400.00
5 10-02-2012 10-05-2012 07:00AM - 09:00AM MORNING NEWS GMA 7A MO-FR (6910) 9 30 X X X X 4 1,400	5,600.00
6 10-08-2012 10-08-2012 07:00AM - 09:00AM MORNING NEWS GMA 7A MO-FR (6910) 9 30 X 1 1,400	1,400.00
7 10-06-2012 10-06-2012 06:00AM - 08:00AM WEEKEND NEWS 6-8A SA (6997) 9 30 X 1 500	1 500.00
8 10-06-2012 10-06-2012 08:00AM - 09:00AM WEEKEND NWS GMA SA (7098) 8 30 X 1 1,300	1,300.00
9 10-07-2012 10-07-2012 07:00AM - 08:00AM WEEKEND NWS 7-8A SU (7056) 8 30 X 1 600	1 600.00
10 10-07-2012 10-07-2012 08:00AM - 09:00AM WEEKEND NWS GMA SU (7099) 8 30 X 1 1,300	1,300.00
11 10-07-2012 10-07-2012 09:00AM - 10:00AM WEEKEND NWS 9-1030A SU (7057) 8 30 X 1 900	1 900.00
12 10-07-2012 10-07-2012 10:30AM - 11:30AM WEEKEND NWS 1030-1130A SU THIS WEEK (705 8 30 X 1 4,500	1 4,500.00
13 10-07-2012 10-07-2012 09:00AM - 10:00AM WEEKEND NWS 9-1030A SU (7057) 9 30 X 1 500	1 500.00
14 10-07-2012 10-07-2012 10:00AM - 10:30AM WEEKEND NWS 1130A-12P SU INSIDE STORY (7 8 30 X 1 550	1 550.00
15 10-07-2012 10-07-2012 12:00PM - 01:00PM WEEKEND NWS 12-1P SU (7060) 9 30 X 1 450	1 450.00



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

DATE: 10-10-2012

PAGE: 2

of 3

Contract No Contract Dt Revision Dt Rev# Advertiser Brand Product Code Station/Market 401084 09-28-2012 10-09-2012 2 MENENDEZ FOR SENATE, INC BOB MENENDEZ FOR US SENATE POLITICALS WPVI - PHILADELPHIA

	Agency Est# CMS # Sales Office		Sales Office	Account Executive Start Date End Date			ate	Billing					Packa	ge Contract Tit	е				
		245457 PHILADELPH			A. CLIFFORD	FORD 10-02-2012 10-08-			M (Broadcast Month, Cycl					e 1)	N	245457	245457		
Line	Start Date	End Date	Time Period	Des	cription			RC	Duration	М	T '	W T	ΓF	S	S SP	W Price	Tot Spots	Total \$	
16	10-07-2012	10-07-2012	06:00AM - 07:	:00AM WEI	EKEND NWS 6-7A SU (70	55)		9	30					2	κ	1 400	1	400.00	
17	10-07-2012	10-07-2012	12:00PM - 01:	:00PM WEI	EKEND NWS 12-1P SU (7	060)		9	30					2	κ	1 450	1	450.00	
18	10-02-2012	10-05-2012	11:00AM - 12:	.00PM DAY	TIME 11A-12P MO-FR (6	914)		9	30		x	x >	х х			4 1,000	4	4,000.00	
		10 00 2012		2711		·,										,,,,,	•	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
10	10-08-2012	10-08-2012	11:00AM - 12:	.00PM DAY	/TIME 11A-12P MO-FR (6	914)		9	30	X						1 1,200	1	1,200.00	
13	10-00-2012	10-00-2012	11.00AW - 12.	.001 W	111ME 11A-121 MO-11(0	314)		, J	30	^						1,200		1,200.00	
20	10-02-2012	40 0E 2042	12:00PM - 12:	20DM DAY	TIME NOON NEWS WEE	WDAY (COEO)		9	30		v	v	х х			4 1,200		4,800.00	
20	10-02-2012	10-05-2012	12:00PW - 12:	SUPIVI DAT	THINE NOON NEWS WEE	KDA1 (6950)		9	30	1	^	^ /	^ ^			4 1,200	4	4,800.00	
	10.00.0010	40.00.0040	40.00014 40		/TIME NOON NEWS WEEK													4 000 00	
21	10-08-2012	10-08-2012	12:00PM - 12:	30PM DAY	TIME NOON NEWS WEE	KDAY (6950)		9	30	Х						1 1,200	1	1,200.00	
22	10-02-2012	10-05-2012	04:00PM - 05:	:00PM EAF	RLY NEWS 4P MO-FR (72	39)		9	30	1	X	X)	х х			4 800	4	3,200.00	
23	10-08-2012	10-08-2012	04:00PM - 05:	:00PM EAF	RLY NEWS 4P MO-FR (72	39)		9	30	X						1 800	1	800.00	
24	10-02-2012	10-05-2012	05:00PM - 06:	:00PM EAF	RLY NEWS 5P MO-FR (69	988)		9	30		X	X)	х х			4 1,800	4	7,200.00	
25	10-08-2012	10-08-2012	05:00PM - 06:	:00PM EAF	RLY NEWS 5P MO-FR (69	988)		9	30	Х						1 2,000	1	2,000.00	
26	10-02-2012	10-05-2012	06:00PM - 06:	:30PM EAF	RLY NEWS 6P MO-FR (69	89)		9	30		X	X)	х х			4 2,500	4	10,000.00	
					`	•												,	
27	10-08-2012	10-08-2012	06:00PM - 06:	:30PM EAF	RLY NEWS 6P MO-FR (69	89)		9	30	х						1 3,000	1	3,000.00	
					(***	,										,,,,,,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
28	10-06-2012	10-07-2012	06:00PM - 07:	30PM WF	EKEND NEWS SA-SU 6-7	30P (6990)		9	30					X		1 1,000	1	1,000.00	
20	10 00-2012	10-01-2012	00.001 111 3 07.	WE	ENERO NENO ON-00 0-1	0000)		٦	30					^	`	. 1,000	'	1,000.00	
20	10 02 2012	10.05.2042	11:00PM - 11:	25DM LAT	E NEWS MO SIL/6060)			9	30		v	v	х х			4 2,500		10,000.00	
29	10-02-2012	10-05-2012	11:00PW - 11:	.JOPIVI LAI	E NEWS MO-SU (6969)			9	30		^	^ /	^			4 2,500	4	10,000.00	
0.0	40.00.0040	40.00.0040	44 00004 44	05DM : 47	T NEWO MO OU (2222)													0.000.00	
30	10-08-2012	10-08-2012	11:00PM - 11:	SSPIN LAT	E NEWS MO-SU (6969)			9	30	Х						1 3,200	1	3,200.00	



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

DATE: 10-10-2012

PAGE: 3

of 3

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

				vision Dt Rev# 09-2012 2									ct Code		Station/Market WPVI - PHILADELPHIA			
		Agency Est	#	CMS # 245457	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End D		Billing M (Broa	dcast	Month	n. Cv	cle 1)	Package N	Contract Tit	itle	
	Line	Start Date	End Date	Time Period	Des	cription	110 02 2012			Duration			<u> </u>		S SPW		Tot Spots	Total \$
		10-02-2012		07:00PM - 08:0		CESS WEEKDAY (6991)			9	30		X X			2	2,000		4,000.00
	32	10-02-2012	10-05-2012	03:00PM - 04:0	00PM DAY	TIME 3-4P MO-FR (799	7)		9	30		х х	x	X	2	600	2	1,200.00
R	33	10-08-2012	10-08-2012	03:00PM - 04:0	DOPM DAY	TIME 3-4P MO-FR (799	7)		9	30	x				1	600	1	600.00
	34	10-05-2012	10-05-2012	07:00PM - 08:0	DOPM ACC	CESS WEEKDAY (6991)			9	30				x	1	2,000	1	2,000.00
															Contracte	ed Gross Tota	d: 63	89,850.00
																al Gross Tota		89,850.00
															Agenc	y Commission Net Tota		13,477.50 76,372.50
	Mon	th/YR		Preempted		Made Good	Contract T	otal		А	djusti	ments	5					Actual Total
	Oct	12		0.00		0.00	89,850	0.00				0.00)					89,850.00
	TO	TAL		0.00		0.00	89,850	0.00	_			0.00)					89,850.00